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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

April 15, 1944

No. 54

CORN FOR WAR INDUSTRIES Fact Sheet issued by Office of Distribution, WFA, to increase the movement of corn from farms to elevators, to refineries for processing into vitally needed products of war -- cornstarch, industrial sirup, and dextrin.

MONTICELLO PILGRIMAGE ON APRIL 13 ... led by Secretary of Agriculture Wickard, included more than thirty members of the American Agricultural Editors' Association, agricultural officials, historians from a number of colleges and institutions, and residents of Albermarle and adjoining counties. The pilgrimage served not only as the formal termination of the Jefferson Bicentenary, but also as the first official step to accumulate documentary material dealing with the agricultural Jefferson.

THE JEFFERSON EXHIBIT in the Patio of the Administration Building here in Washington has been well attended and has attracted much interest.

"THOMAS JEFFERSON, SOIL CONSERVATIONIST" ... has gone to the printer. As soon as it is off the press, Extension, SCS, AAA, FSA, and Vocational Agriculture will distribute to their field offices.

YOU CAN EXPECT AN ANNOUNCEMENT soon on the appointment of an army representative as Special Assistant to the Director of the Office of Materials and Facilities to work on surplus war property distribution in accordance with General Departmental Circular No. 31.

WFA IS LAUNCHING AN INTENSIVE drive for increased consumption of beets and carrots. Fact Sheets have been sent out by OofD giving background situation, and suggested recipes and consumer aids have been issued.

POST-WAR OPPORTUNITIES TO FARM is out this week as No. 85 in the Food Information Series. You will want to read it.

SECRETARY WICKARD will speak Monday (April 17) to the Rotary District Conference at Redding, Pa., on "Conservation -- No. 1 Post-War Job." On April 25, he will address the Ninth North American Wildlife Conference meeting in Chicago.

PRESS RELEASES....."Shippers Urged to Conserve Refrigerator Car Use," USDA 2034-44. "Report on Peach Industry Advisory Committee Meeting," USDA 2037-44."WFA Terminates Order (FDO 9) on Dark Tobaccos," USDA 2055-44.... "Allocation of Edible Fats and Oils for April, May, and June," USDA 2061-44. ... "10 Fruit and Vegetable Committees Named," USDA 2067-44. ... "Fluid Milk Industry Advisory Committee Meets," USDA 2071-44. ... "WFA Requirements for War Approved Seed Potatoes," USDA 2079-44.

*** NATIONAL FARM AND HOME HOUR ***
Week of April 17-21, 1944

- MONDAY - Production Report to the Nation #2 - Alabama. Wallace Kadderly, Radio Service, and P. O. Davis, Ala. Extension Director; A. W. Jones, AAA Administrative Officer in Charge; Jim Romine, Extension Leader in Radio; and Mr. and Mrs. Joe Webster and sons, Auburn, Lee County, Alabama. (ET)
- TUESDAY - T. E. Woodward, BDI, and Wallace Kadderly, "Making Grass Silage Without Preservatives," and W. D. Termohlen, Chief, Poultry Products Division, OofD, WFA, "Support Prices for Eggs."
- WEDNESDAY - Reuben Brigham, Assistant Director of Extension, and Wallace Kadderly, "Building for Today."
- THURSDAY - Post-War Agriculture #19, "Post-War Feedings," Lee Marshall, Director, Office of Distribution, WFA.
- FRIDAY - Victory Gardens, Ernest Moore and Duke DuMars, "Beat the Bugs."

CONSUMER TIME will present "Housewives in Hawaii," with most of the program shortwaved from Honolulu. It will give some interesting facts on food rationing in the Islands. Saturday, April 22, 12:15 p.m., EWT, NBC.

MORE GOOD LISTENING! "Mask for Jefferson," starring Walter Houston, will be presented on Cavalcade of America program, Monday, April 17, at 8:00 p.m. EWT, NBC. This is one of many national tributes to Jefferson during the Jefferson Bicentenary.

THE CBS "GARDEN GATE" program, Saturday, April 22, at 9:30 a.m., will present W. J. Morse of BPISAE, speaking on "Edible Soybeans."

"FARM GARDEN"..... a 2 reel film in technicolor and sound is available for use in promoting both farm and city gardens. A flyer, describing the film in detail and giving a list of film depositories from which it may be ordered, is being sent to national organizations, State Extension Services, and OCD field offices.

TEN COMMANDMENTS FOR WEST VIRGINIA ... agriculture were prescribed by West Virginia Extension Service. Briefly, they are:

- (1) Farm on the contour; (2) Use good seed; (3) Use lime and fertilizer; (4) Improve pastures; (5) Control insect pests and plant diseases; (6) Grow more legumes; (7) Use available mulching materials; (8) Insure plenty of good water; (9) Conserve feed; and (10) Care for livestock.

DURING MAY, OPA WILL ISSUE a call for 70 thousand more volunteer price panel assistants to check prices in food stores and restaurants. Thirty thousand are already at work.

SHOPPERS' COPIES of OPA grocery price lists have been made available to housewives through organizations and community leaders. These lists are to be revised every three months. Housewives who are unable to obtain copies, should watch posted lists in stores and check with local War Price and Rationing Boards. if they need other ceiling price information.

MARKETING PLENTIFUL FOODS

Here is the list of abundant foods over most of the country:

| | |
|------------------------------|---|
| * Eggs | Citrus Marmalade |
| * Beets | Citrus Fruits -- Oranges and Grapefruit |
| * Carrots | Frozen Vegetables |
| Potatoes | Frozen Baked Beans |
| Canned Green and Waxed Beans | Peanut Butter |
| Lard | |

Not quite so plentiful or limited to certain regions are:

Cabbage
Snap Beans

* - Starred items are those deserving active promotion if abundant locally.

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PERSONNEL CHANGES.....C. F. Brannan, regional director for FSA in Denver, has been named Assistant Administrator in Washington and in charge of the water programs carried on by FSA in the 17 Western States. (USDA 2027-44). Lloyd W. Swift has been named Chief of the Forest Service Division of Wildlife Management, succeeding Dr. Homer L. Shantz, who retired April 15. (USDA 2027-44).

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YOU MAY BE ABLE TO USE THESE DATES for slants on local information ---

May 1 Child Health Day
May 14 Rural Life Sunday
May 17 "I am an American" Day

EXCERPTS FROM SECRETARY WICKARD'S SPEECH AT JEFFERSON BICENTENARY OBSERVANCE

"IT HAS BEEN ONLY IN RECENT YEARS.....that we recognized that Thomas Jefferson was the founder of modern American agriculture.

It was his influence, more than that of any other man in our history, which has made our agriculture efficient and progressive.

"WHEN WE CONSIDER Jefferson's love for farming, his devotion to democracy, and his dependence upon farm people to make democracy strong, we can readily see why he was constantly endeavoring to expand American agriculture and to make farmers efficient, happy and prosperous. ...Jefferson foresaw the desirability of having the ownership and management of the land vested in those who tilled the soil, instead of in the hands of a few wealthy land owners.

"...One of Jefferson's chief concerns at Monticello was the matter of soil erosion and the preservation of soil fertility. he was one of the first to see the advantage of contour plowing. He also established at Monticello definite rotations, including the use of legumes. He was one of the first to realize that impoverishment of the soil leads to impoverishment of the people who live on the soil, and the weakening of the entire nation. Thus, Jefferson can truly be called the founder of our modern programs for soil conservation.

"ARE WE AS educators, as publicists, as scientists, as leaders in the field of agriculture keeping pace with and holding to the standards set by the founder of modern American agriculture? Or, are we too often inclined to follow in the grooves of habit and to avoid conflict with the intrenched?"

